

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
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February 26, 1997

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESAL

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Gene:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 60 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	FF King	1
12300-15312	FF 100	1
12300-15112	Light King	1
12300-15212	Light 100	1

PO #032497

Product / Premium Arrival:

March 24, 1997

Ship Date to Retail:

Week of: March 31, 1997

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$2,104.05

Non-EFT \$ Amount:

\$N/A

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B2GPF
MUTUAL WHOLESALE

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-APRDOR.DOC

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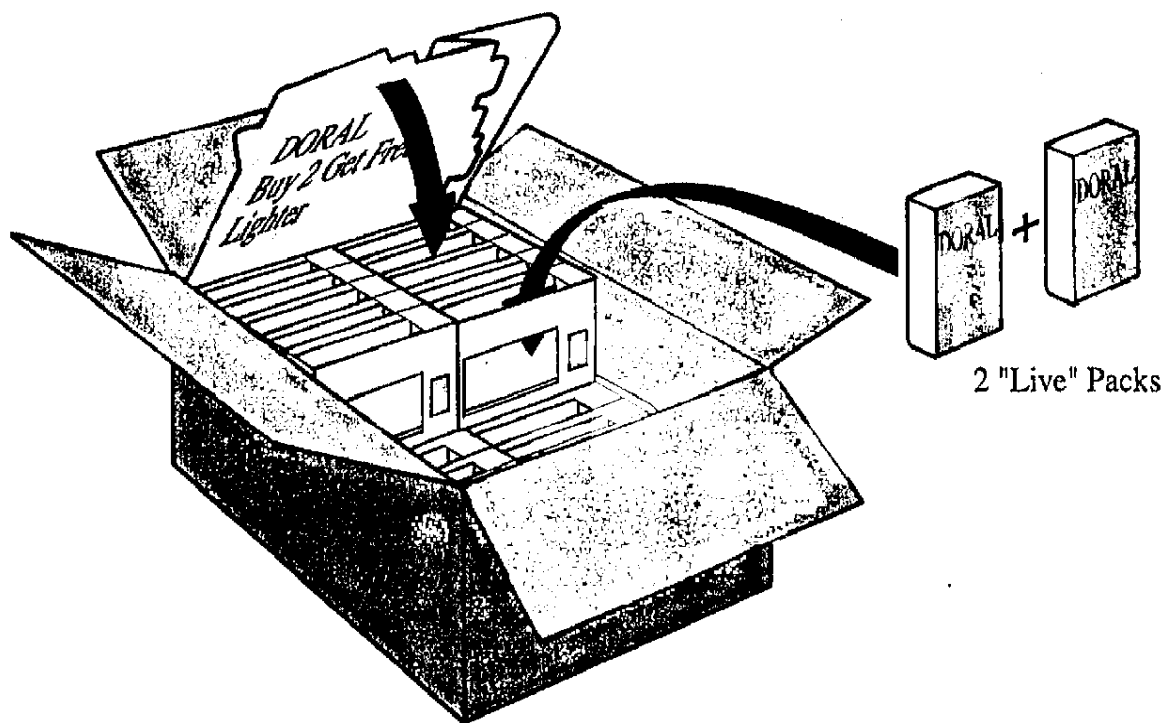
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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WHOLESALE : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
 TEMPLATE : 700050 70400 DORAL APR LTR
 TEMPLATE SEQ : 0004
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204		743276	VINCE'S BIG M	2658 STATE ROUTE	MAINE	NY	13802	1				(607) 862-3269
162203	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607) 334-9212
162204	162226	700336	E-Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	1				(607) 770-1099
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914) 586-2442
162210	162233	634688	COOKS PRODUCE	58 RIVERSIDE DRIV	SIDNEY	NY	13838	2				(607) 563-2273
162204	162226	519629	SUGARCREEK/F	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607) 775-3500
162210	162233	688210	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	2				(607) 369-2131
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914) 254-4010
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607) 772-8585
162204	162226	617642	MAINE BIG M	ROUTE 26	MAINE	NY	13802	1				(607) 862-3269
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607) 773-8506
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1 NYS		2890-0000		(607) 722-1714
162204	162233	171091	DEPOSIT BIG M	FRONT STREET	DEPOSIT	NY	13754	1 NYS				(607) 467-4749
162204	162223	316818	E-Z MART	RR 2 BOX 136	CONKLIN	NY	13748	1 NYS				(607) 775-4616
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1 NYS				(607) 754-1123
162204		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1 NYS				(607) 687-2470
162204	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	2 NYS				(607) 687-9843
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1 NYS			902544	(607) 785-9823
162203	162231	021787	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY	13862	1 NYS				(607) 692-4006
162203	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	2 NYS				(607) 843-2841
162203	162231	269444	HOLLENBECK'S SHUR-S	17 N MAIN ST	NEWARK VALLEY	NY	13811	4 NYS				(607) 642-3430
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1 NYS		2890-0000		(607) 723-7035
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	2 NYS				(607) 773-8420
162203	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1 NYS				
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1 NYS				(607) 724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1 NYS		2890-0000		(607) 785-2971
162204	162226	087208	BOB'S MOBIL/F	509 HOOPER RD	ENDWELL	NY	13760	5 NYS				(607) 754-9755
162204	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1 NYS				(607) 687-4287
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1 NYS				(607) 785-0981
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1 NYS		0353-0100		(607) 798-0685
162204		727918	DELAWARE RIVER FLY	HE 1	STARLIGHT	PA	18461	1				(717) 635-5983

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 44

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 44

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

03/25/97

ACCOUNT NUMBER: 447000 MUTUAL WHOLSALE SERV
VOUCHER NUMBER: 15347741 184 ROBINSON STREET
DATE WRITTEN: 03/25/97 BINGHAMTON , NY 13904
STATUS: PAID
AMOUNT PAID: 112.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	112.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/J. MCLEAN

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